

ering most other major medical expenses except those for dental services, medicines and drugs.

A participant in the program pays \$50 of his annual costs for the services and supplies. He also pays 20 per cent of the annual costs above \$50 while the program pays 80 per cent.

The coverage includes:

Physicians' services, including surgical, whether performed in a hospital, clinic, office or home.

Up to 100 home nursing visits each year in addition to those allowed under the basic program and without any requirement for previous hospitalization.

Various services and supplies, whether provided in or out of a medical institution, such as x-ray and other diagnostic tests, radiological treatments, surgical dressings, splints, casts, iron lungs and other specified prosthetic devices, artificial arms, legs and eyes and ambulance service.

WELFARE AID

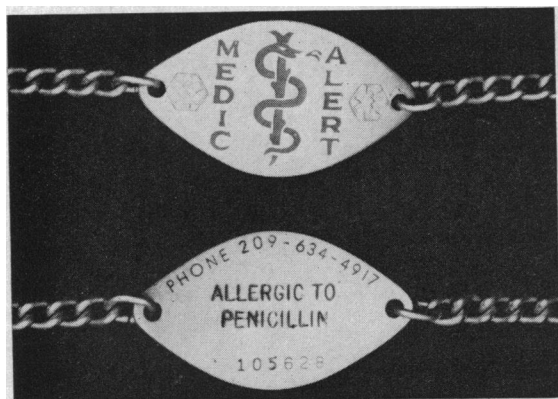
The bill authorizes increases of about \$400 million in annual federal grants to states for public assistance (relief of the needy) and other welfare programs. It consolidates the Kerr-Mills medical assistance program with five related programs and sets federal standards for the scope of benefits and eligibility of beneficiaries.

A new program of health care for children in impoverished families is established, with \$185 million in grants authorized for the first five years. Grants for maternal and child health services and aid to crippled children are raised in four steps from the present level of \$80 million to \$120 million in 1970.

By revising the general formula for public assistance grants, the bill raises annual federal authorizations by \$150 million.

Look for This Emblem

THE MEDIC ALERT EMBLEM has been developed to meet the need of 40 million Americans whose hidden medical problems should be known in emergency. It speaks for the wearer when he is uncommunicative or unconscious.



The medical profession has long been aware of the hazards of the violent and sometimes fatal reactions to drugs or medications to which some patients are hypersensitive. Physicians too often are faced with complications of injury or illness as a result of being unaware or uninformed that

the unconscious patient has, say, diabetes or is taking an anticoagulant or cortisone.

A physician whose daughter nearly died 10 years ago due to a severe anaphylatic reaction to a skin test to determine if she had allergic sensitivity to tetanus antitoxin, realized that another such occurrence could well be fatal. Determined to provide some way of making his daughter's allergic state known in emergency, he developed a medical identification system. It soon became known as the Medic Alert Foundation International, a nonprofit, charitable, tax deductible organization, whose services are used by more than 125,000 people throughout the world.

The Medic Alert emblem of durable sterling silver or stainless steel is designed for constant wear about the neck or wrist. On one side is the staff of Aesculapius, flanked by the words "Medic Alert" in red enamel. Recently the AMA symbol for medical identification was added. This action was taken at the suggestion of Medic Alert's National Medical Advisory Committee under the co-chairmanship of Dr. David A. Wood of San Francisco and Dr. James Murphy of Fort Worth, Texas.

The AMA does not sell or distribute emblems bearing its symbol. It merely adopted the design and is recommending its use on identification devices. To quote AMA's Dr. Donald Dukelow,

"The symbol is meant to complement rather than to displace existing medical identification."

On the reverse side of the emblem is engraved the wearer's immediate medical problem such as "diabetes," "taking anticoagulants," "allergic to penicillin," and "neck breather." Each emblem is serialized and bears the number of the central answering file. Under the serial number is filed the wearer's name, whom to notify in emergency, his physician's name and address, and further pertinent medical information. The answering service receives collect calls 24 hours a day to supply this information to authorized persons giving definitive medical care or first aid to members of Medic Alert.

The American Academy of General Practice, National Sheriffs, International Chiefs of Police and Fire Chiefs and many state and county medical associations, health associations and civic clubs

have endorsed the Medic Alert's public service program. Thirty of the national and international airlines are including knowledge of Medic Alert identification in the training program of their employees. Life underwriters associations all over the United States are sponsoring Medic Alert.

To date, sister organizations have been formed and are active in South Africa, Holland, Great Britain, Ireland, Canada, New Zealand and the Philippines. Medic Alert is registered in 17 other foreign countries.

To quote from the *Massachusetts Physician* of May 1964, "Instead of a confusion of devices and a multitude of promoters, the physician can safely recommend one nonprofit, tax-exempt association, the Medic Alert Foundation, International.

Further information and membership application forms may be secured by addressing Medic Alert Foundation, Turlock, California.

